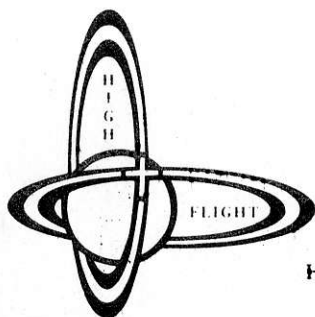


BUSINESS CARD COLLECTING

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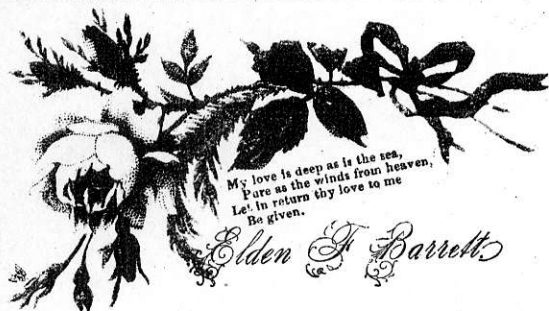
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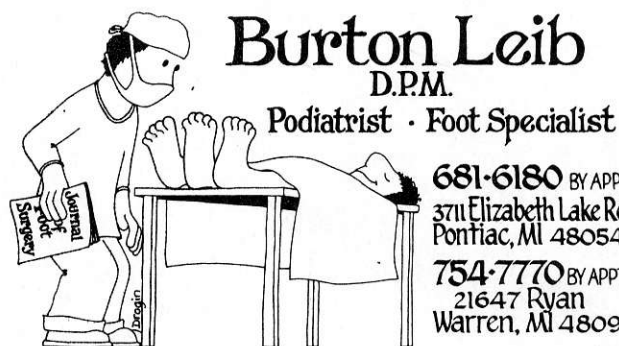
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INTRODUCTION

This book is a compiled series of newsletters, articles and noteworthy information about the most exciting and inexpensive hobby in the world, "Collecting Business Cards."

The purpose is to give anyone interested in business cards a look at the hobby and its practitioners.

Not all the articles ever written on cards are included nor are all the newsletters complete. Some items have been omitted because they were not appropriate.

Each major section of the book contains information on similar topics. Therefore, you may want to use the index to locate the pages on a particular topic.

The book represents over seven years of maintaining a file of items relating to business cards.

Please let me know what you think of it and how you would like to see it improved for a future edition.

CONTENTS

(1.) ANTIQUE CARDS AND ARTICLES pages 1 to 18.

Copies of antique cards, calling cards, old cards. Articles on the history of calling cards.

(2.) FOCUS ON BUSINESS CARD COLLECTORS pages 19 to 26.

Interesting articles about business card collectors, their collections and personal business cards.

(3.) FUN WITH BIZCARDS pages 27 to 36.

Humorous cards and articles.

(4.) B.C.C.I. BUSINESS CARD COLLECTORS INTERNATIONAL (1980-81) pages 37 to 66.

Copies of selected B.C.C.I. club newsletters.

(5.) A.B.C.C. AMERICAN BUSINESS CARD CLUB (1980-87) pages 67 to 133.

Selected "Card Talk" newsletters and copies of ABCC member cards.

(6.) BCJ BUSINESS CARD JOURNAL (1985-87) pages 134 to 170.

Jack Gurners popular journal filled with fun articles and collector tips.

(7.) POTPOURRI

Last minute items pages 171 to end.

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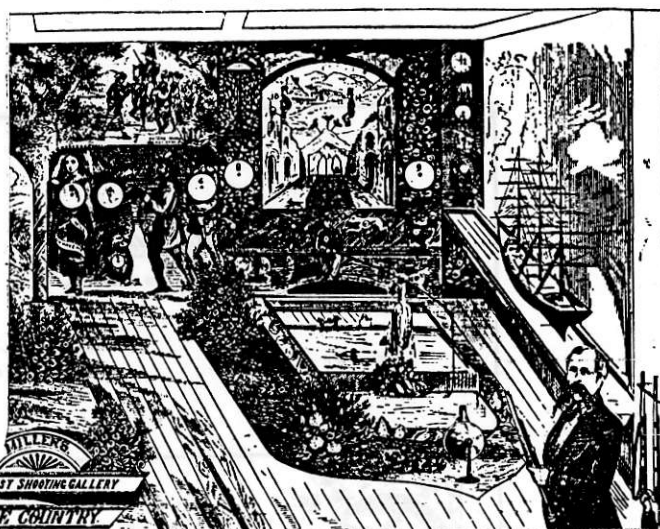
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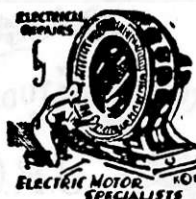
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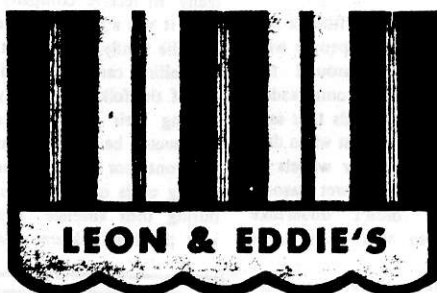
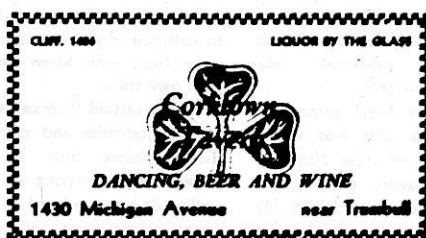
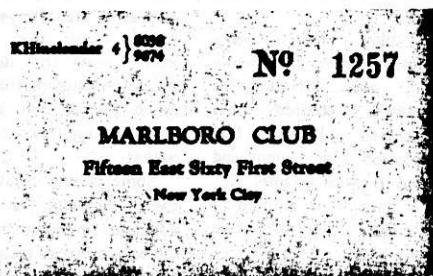
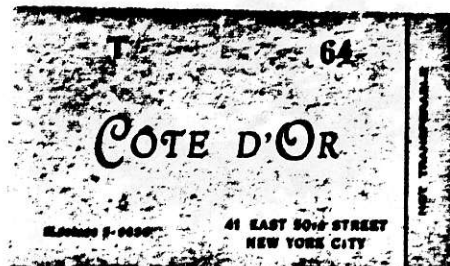


The CLUB NEW YORKER

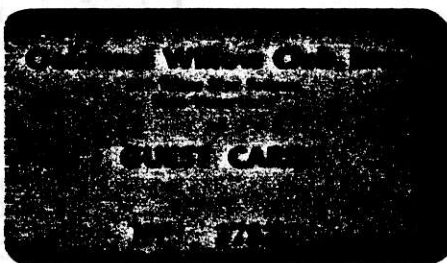
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Calling Cards On Review

by Anita Heistand

A few years ago, if anyone had asked me my opinion of the use of calling cards, I would have said that it was an Old World or Eastern United States custom, practiced only among the elite.

I have been amazed to find that this was also a practice of rural Nebraska homesteaders in the late 1800s and early 1900s. My calling card collection is from those actually used in this way.

Calling cards filled a real need for these people who were settled around the countryside in homesteaded farms. With roads that sent up clouds of dust when dry, and sank buggy wheels to the axles in the wet seasons, people didn't undertake trips to visit each other lightly.

Then there was the consideration of getting the horse or horses in from work or pasture and grooming and equipping them to pull the buggy. Since everyone worked hard most of the time, it wouldn't have been polite for company to drop in when their neighbors were

busy and dirty from a day in the fields.

Usually, one afternoon a week was set aside when company might be expected to visit you, if you were not away from your home on your own visits.

Ladies carried their cards in their reticules and men tucked theirs into vest pockets. When arriving at a well-to-do home, a hired girl might accept your calling card and then see if the ladies of the family were ready to receive company.

If it was a modest home and the family was present, no calling card was used, but if the folks were away making their own calls, a tray would be waiting near the front door to receive the calling cards of any visitor during their absence. This way the family knew who

socially required a return visit.

Calling cards showed great variation, from white with plain lettering to lavishly colored and embossed layers that expressed a sentiment and lifted to reveal a name.

I have been amused to note the "fancy" cards that some of the men used. One man's name is overhung by a large bachelor's button flower, which made me wonder if he made his marital status known in this way.

The two rose-and-remark embossed calling cards reminded my mother of the personalities of Charlie and Byron Weirs, who distributed them. She said

they were great for the niceties of life, always neat, dapper, with the watch chain across the tummy, watch fob dangling from the watch pocket, and calling cards peeping from the vest pocket.

Some calling cards were given in sets as gifts, somewhat as we might give someone a box of stationery now.

Some calling cards compressed into a corner or along the side a complete picture of a scene, perhaps of a seashore, a lighthouse or an oriental garden.

Today these calling cards would vary in value from about 25 cents for a very plain card to about \$1 apiece for the fancy ones.

If It's Collectable, Pearl Collects It

by Glenn Kerfoot

IF WILL Rogers never met a man he didn't like, Pearl Schultz never saw a collectable she didn't want to keep. To prove the statement, the Appleton, Wis., collector points with pride to her 75,000 business cards, 41,000 postcards, 2,000 U.S. postage stamps, 800 first day covers, 13,000 seals, 7,000 paper napkins, 7,000 matchbooks, 4,000 place mats, 5,000 playing cards, 3,000 sugar sacks, 2,000 pens and pencils, 1,100 newspaper mastheads, 3,000 coasters, 1,000 view folders, 1,000 bookmarks, 700 covered bridge items, 400 pot holders, 500 handkerchiefs, 700 calendar cards, and 40,000 postmarks.

At one time she had 70,000 matchbooks, 12,000 buttons, 3,000 letterheads and a huge collection of foreign stamps, but she sold these to devote more time and space to new interests. Right now her favorite collection is business cards.

Although most of her cards are a few lines of type on plain white stock, she occasionally finds something unusual such as cards shaped like barrels, tea cups, bowling balls, sausages and other objects. Some include color photographs and recently fold-up cards have become quite popular. A recent acquisition is an older card bearing the name of Vernon Castle, the famous dancer of the pre-World War I era, which she obtained in response to an advertisement. Another card, received recently, bears the name of the late Col. Bill Lambert, America's number two air ace of World War I, who flew with Castle.

A member of a number of collecting societies, Mrs. Schultz believes in keeping her collections organized. She keeps everything neatly filed and frequently stays up past midnight reading, writing, corresponding, sorting and filing.

ARTICLES COURTESY OF
ABC #91 PEARL SCHULTZ.

BUSINESS CARD COLLECTING IS STILL A PIONEER FIELD

Michael Wynne, of Marksville, LA, says, "I collect any and all business and calling cards, old and new, all sorts, from around the world. I do not collect trade cards, cards that advertise products, as many collectors do. Business cards advertise businesses and/or people. Calling cards generally give a name, sometimes an address and/or a greeting (like "Happy New Year")."

Most cards Michael receives are very common, everyday cards like V/C repair, insurance salesmen, auto repair, etc. But some cards, depending on the era during which they were made, people for whom they were made, or reason they were made, are very interesting and unique. Michael says that calling card collecting, like any hobby, takes work, effort, expense and, of course, time.

COLLECTING ADVANTAGES

Michael finds several advantages to his hobby. First of all, cards take up little storage space. Secondly, there are billions of cards and no two are like. Another advantage is that everyone (young and old, rich or poor) has access to card collecting. Cards generally cost nothing and even old/rare cards are still reasonably priced (as high as 15¢ a piece). Although anyone can be a collector, it is still a pioneer field and every collector is important. Last, but not least, cards are not yet considered valuable and collector's don't have to worry about theft!

HOW IT ALL BEGAN

Michael explains how he started his hobby. "For years I had been thinking about collecting cards, but I actually didn't make the leap until July of 1982. It just sort of hit me. I have collected many things in the past, but many of my collections have given me half the same satisfaction. I guess I actually started when I walked into a jewelry store and saw some pretty cards."

TRADE WITH OTHERS

His collection presently contains about 6000 to 9000 different cards, with only a few hundred duplicates. Michael credits this to all of the new collectors he has met recently through the many ads he has placed in journals & newspapers.

"As far as I know," Michael states, "there are about 200 'BCs' (business card collectors) around. I met about 2 dozen through my various ads; then I came into contact with an organization called American Card Club which represents business card collectors worldwide. ACC has about 200 actively paid members." Michael doesn't know of any special collections anywhere, except for what private collectors have. He, himself

has often displayed his collections at local museums & art shows.

PRINTING COMPANIES

What Michael has learned about his collectibles he learned from handling them and inspecting where and who they came from. He says people generally rely on printing companies these days for the styles of print, location, and pictures; all the individual

does is to supply the information. Over 95% of today's business cards (75% + of calling cards) are uniform in size and are made of thin, white paper with thin, black embossing.

Michael says, "I find southern cards to be the most boring and uniform in style, while foreign cards all seem to be unique in style, pictures, size and content. I have a few cards made of the material the person sells, including wood (plywood, cypress, pine), fiberglass, plastic, metal coated, silk, and cotton material."

"HOMEMADE" CARDS

Some people use original artwork on their cards, but most use prints available to most printing companies around the country. There are some people who make their own but, in Michael's opinion, few "homemade" cards are nice. He adds, "I've seen 19th century cards, both homemade and machine, that are fabulous. Older cards are generally well made, fancy, and too expensive to make to-

day, if you could find anyone to make them!"

Most business cards are made by printing companies. People who make their own cards generally have rubber stamps made instead of hand-writing them.

There are companies in Oregon and Canada that make "C.B." (citizen band) cards which are very fancy, comical, outsize cards which display how the card carrier got his "handle" (name). There is one card maker in New Hampshire who makes wonderful simple designs on cards by request.

TYPICAL CARD

The typical business card is a salesman card, showing the company

name, address and phone number, the company logo, as well as the salesman's name, address, and phone number. Michael files most of his cards by the company's main address or if no company address, the salesman's address. If there is no address at all he tries to use whatever information on the card to classify it geographically, like phone area codes.

EARLY CARDS

The earliest cards Michael has seen date from the 1830's, but he says, "I've heard of earlier cards that exist. Older (19th century) cards are primarily calling cards used when

(continued on page 14)

#22

From ABC #63

BUSINESS CARDS

(continued from page 13)

people visited each other; calling cards were a common greeting card often printed as such. Some calling cards from the 1800's were 3-dimensional. Many calling cards then had a piece of paper shaped and painted like a hand, attached at the 'wrist,' which covered the name of the person."

Since around the 1920's, calling cards have become less important. Besides the graduation card, a carryover of the calling card, one rarely sees such a card today, particularly one with a fancy script type, heavily embossed on thick paper.

PRICES

In explaining pricing, Michael says, "Card prices are still very unstable at present, but are generally low. Current, common cards are worthless in money, but worth one-for-one in trading. Celebrity or speciality cards are worth what I can get for them. Autograph cards are also worth more, but are usually limited to those where the name is also printed on it. Old business and calling card prices vary from 1¢ to 20¢ each, in general. It is still a new hobby and many price changes will occur rapidly in price in this hobby."

VISITING MICHAEL'S COLLECTION

When asked if anyone can visit his collection, Michael replied, "Yes, my collection can be visited. I love visitors. People just need to write me at: Michael D. Wynne, P.O. Box 577, Marksville, LA 71351. By appointment only." Bring a Business Card!

#22

From
ABCC
#63

P.A.C. - The Paper & Advertising Collector October 1983



1877

APPY NEW YEAR



Frank Raymond
Frank Harrington



M. Rugges



Geo. McGast

PAC MEMBER Michael Wynne, of Marksville, LA, collects business and calling cards, old and new, like the ones pictured here. See page 1 for his story.

Old calling cards were rare, serious business

From COUNTRY HOME Magazine

Victorians took very seriously the millions of calling cards they made, bought, and sold.

Calling cards, a catch-all term for friendship, visiting, mourning, hidden name, and other types of cards from the 19th century, are still plentiful today. They were often saved because of their sentimental value and the ease of storing them. Calling cards were the size of today's business card or smaller.

Some had simple greetings such as "From a Well Wisher" or "With Fond Love to Thee." Although a few were relatively plain, most calling cards were embellished with at least one and more often several symbols, such as clasped hands, nautical settings, rural scenes, or hearts and birds.

Other cards were heavily embossed, hand-printed in curlicued calligraphy, or decorated with a profusion of delicate themes.

Sold today for about \$1 to \$10 per card, their main value is in their evocation of a bygone age, one in which family, religion, friendship, and the amenities of afternoon visiting defined the perimeters of a sheltered world. They can be found at flea markets and estate sales, in bookstores and second-hand shops, or through antiques dealers who specialize in small collectibles or in ephemera, a collectors' term for paper goods.

The calling card had been used by the English and French for 100 years before the Americans adopted it. Its popularity was so rampant here, though, that by 1850 it played an important part in the social scene.

Rare and valuable cards dating from 1800 to 1850 were usually hand-drawn in black and white or hand-colored, and signed in elaborate script. A popular style was that of a bird with a huge, sweeping wing on which the donor could sign his or her name.

By mid-century the use of stencils was popular. It was color lithography, however, a cheap and quick printing process from Germany, that made calling cards a rage. The passion for them that started in 1880 wasn't consummated until the turn of the century, when postcards became a mania.

In the second half of the 19th century, printers produced the cards with the customers' names printed on them. Very popular were "hidden name cards," in which a tiny colored design, such as a hand holding a nosegay, was pasted onto the card at one of its ends. These designs were called cartouches or scraps. The unattached side of the cartouche could then be lifted up to reveal the name of the sender.

Memorial or mourning cards were given out by the family when a loved one died. Bordered in black, they were heavily embossed with symbols, such as a tombstone, a woman desperately clutching her forehead, or a cross and crown. They often gave the deceased's date of birth and death, date and time of funeral, and sometimes a religious sentiment or flowery account of the deceased's character.

Fringed or silk cards carry a tiny photo of the giver. Cards from the 1860s glorify Civil War generals or political figures. One sought-after series uses portraits of Abraham Lincoln, Mary Todd Lincoln, and Grover Cleveland. All of these are rare.

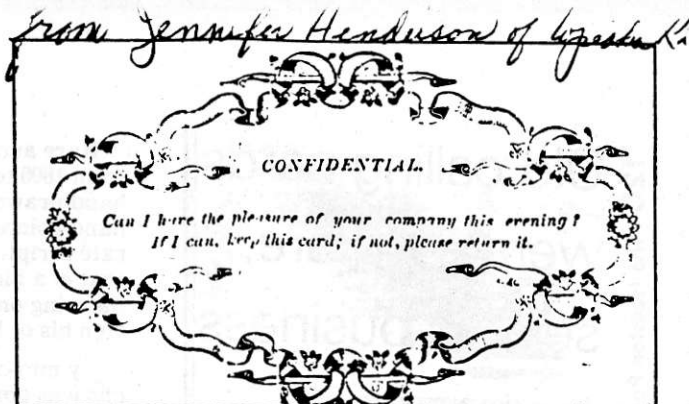
Also collectible are sheets of die-cut cartouches that both adults and children used. Those geared to children had pictures of boys and girls and animals, and were more often assembled and pasted into scrapbooks than exchanged. A price list from 1876 advertised a dozen cards with customer's name and a dove and clasped hands design for 15 cents.

Elaborate etiquette grew up around the giving of cards. Ladies never left cards for men, and gentlemen's cards, though larger than ladies', were just as exuberantly designed. If the left corner was turned down, this indicated that a whole family had called. Cards were left for each member of the family visited.

With so many cards exchanged, it is little wonder that so much card paraphernalia was produced. There were small ivory, tortoiseshell, or silver calling card cases, which today can sell for \$200 or more. Also valuable are the upright card trays, made of silver plate, that were found on tables in vestibules of all Victorian homes with any aspirations to elegance.

Today, some collectors display cards in cases or on trays, make them into collages (which reduces their value), or arrange them by category in notebooks.

For more information, prospective collectors can contact the Ephemera Society of America, 124 Elm St., Bennington, Vt. 05201.



SOME CARDS specifically requested meetings, all within the strictly structured rules of etiquette.

When Social Calling Had Grace — Calling Cards

By DOROTHY C. GALLEY

◆ ONE REASON our forefathers came to America was to rid themselves of the social structure and class distinction so prevalent in Europe. Yet when people settled down to a life of relative affluence after the Civil War, they enthusiastically adopted the social ritual of the calling card. American ladies, as determinedly as their English counterparts, pursued the ritual according to the rules in the etiquette books.

During the '70s and '80s at least 60 new book titles were published to decree what to do in all social situations. Cards and card calling received pages of space in these books. The etiquette rules governing them became as cold and restrictive as in England, for the same reasons—entrance to a home as a caller might provide the opportunity for making social contacts; and not all such were welcome. Also, as the silver salvers (placed conspicuously in hallways) overflowed with the disbursed pasteboards, the height of the card pile could be interpreted as a clue to the social standing of the hostess.

A woman who took literally what the handbooks said on the ritual of afternoon calls had her work cut out for her. "It was a game as stylized as the Japanese kubuki," according to Gerald Carson in *The Polite Americans* (New York: Wm. Morrow & Co., 1966).

First, she had to establish a day when she was "At Home" and stock up with an abundant supply of personal cards of the shape, size, thickness, and style of engraving in vogue. Sometimes the card said "Mr. & Mrs."; sometimes husband and wife had separate cards. His might list his club affiliation while hers indicated in the lower left-hand corner when she received calls, such

as: "Thursdays until May." After May, if she went to a summer resort, she received the first call from other summer visitors—if she was installed in the main building of the hotel. If she was lodged in an annex, however, she was expected to make the advances.

Social calling involved an oppressive amount of record-keeping. It was almost necessary for some women to have secretaries to keep track of their social engagements. One author suggested compiling the "At Home" days of all one's acquaintances and keeping the score as to credits and debits. Punctuality was stressed. The penalties for laxness could be severe. One



FLOWERS AND flowery sentiments were frequent decorations.



George Lingo



George Lingo

THE STYLIZED and fairly formal sentiments of George Lingo's cards at left contrast with the simpler style and sentiment of F.M. Lingo's card above.

example, extreme but illustrative, is provided in *The Polite Americans*: "Miss H . . . was walking along the street one day when she saw that Mrs. W's . . . chimney was on fire. Her first impulse was to dash across the street and notify her. Then she remembered that Mrs. W . . . had owed her a call for some time and regretfully continued on her way."

It was hard to cram in all the calling, since many women had the same day at home. But an energetic veteran of this social marathon could set forth with her small, "elegant" card-case in one hand, an embroidered cambric handkerchief in the other, ring a doorbell, enter, drop her cards in the receiver, walk into the parlor, greet, chat, take a cup of tea and be out in fifteen minutes.

If there was a slight wait, she must not peek at the cards in the trays to see who has been on the social ramble lately or dawdle at the piano. But it was quite proper to leaf casually through an album on the center table or examine the steel engravings on the wall.

The consumption of cardboard must have been horrendous. The married visitor left a card for her hostess, one for the man of the house, and two from her own husband. If she knew there was a house guest, there went another card. A visit from a new caller required a call-back within three weeks.

A bride was initiated into this

frenzied folkway as soon as she established her own day at home. The author of *The Home Book* called it the simplest social duty and rehearsed the hostess to star in her role. "On these afternoons the hostess is in usual afternoon dress . . . always choice and delightful . . . her guests find her . . . busy with some elegant trifle of lace or wool-work, writing letters, or touching a sketch to be laid aside on the entrance of visitors."

The profusion of cards created problems. As Esther Aresty points out in *The Best Behavior* (New York: Simon & Schuster, 1970): "A card could mean 'Thank you'; 'I'm returning your call'; or 'Come see me.' But separated from its donor and mingled with a few dozen other cards, the exact meaning intended was uncertain. If the crush had been great that afternoon, the hostess could not be sure the caller had bothered to enter her parlor. Only the *Pour prendre conge* card, initialed P.P.C. in a corner to indicate the caller was going away and had called 'To take leave,' conveyed a clear meaning. With no code for other meanings, uninscribed cards required guesswork."

To reduce some of the confusion attendant with a heaped card tray, a system of bending corners evolved in England and was quickly followed in America. The card could indicate, depending on which corner was bent, "I came in person but you were out";

"Hello to all the family"; "Hello only to the mistress of the house"; or "Sorry your brother passed away." Unfortunately for those who were newcomers to society's ways with calling cards, it was quite easy to turn the wrong corner—in spite of detailed explanations in most etiquette books. "Oh, what a tangled web we weave, when first we practice cards to leave!" exclaimed one American etiquette writer. Fortunately, the custom of "cornering cards" went out with the 19th century, gratefully hailed by both etiquette writers and lady callers.

Another use for calling cards pre-dated the custom of afternoon calls in America, having originated back when New York was under Dutch control and spread to the West. The ladies received gentlemen callers on New Year's Day and provided hospitality in the form of food and beverages for those who dropped anchor near their sideboard.

"Every woman, that is 'anybody,'
(please turn to page 51)



BY DEVIATING from the standard shape, a card might be more easily noticed.

Mrs. T. H. Dabney

Mrs. J. L. Greenwood

Mrs. M. C. Houser

Mrs. L. A. Riggs

Mrs. J. J. Moore

At Home

Thursday, December third, nineteen hundred fourteen,

Three o'clock

Cards

R. S. H. P.

Mrs. Dabney

THE CUSTOM of calling cards survived into the early 20th century as this 1914 example indicates.

Calling Cards

(continued from page 19)

stays at home, dressed in her best" wrote Lydia Maria Child, in describing the ritual as it flourished among the New Yorkers around 1842. For the convenience of the fashionable world, the *Cincinnati Gazette* printed the necessary dialogue for the occasion:

"Good Morning (or evening) Mrs. (or Miss). I wish you a very Happy New Year."

"Thank ye. May you have a countless number of them. Will you take a glass of wine, Mr....?"

So, according to the *Gazette*, "you sip, nibble, bow and depart."

If the ladies were not receiving, they hung out decorated baskets suspended from the bell pull as a repository for the callers' visiting cards. The gentlemen then bragged of the number of calls made; the ladies bragged of the number received between ten in the morning and the nine p.m. closing time. Needless to say, New Year's Day was a great day for the wine and spirits trade.

The custom of New Year's calls was well known in the West. An Emporia, Kansas, newspaper of 1867 listed it as one of the major blessings of the times, along with the laying of the Atlantic cable and the triumph of the Republican party.

The observance in New York crested when men of four prominent families made their calls in an

illuminated omnibus drawn by six white horses decorated with plumes and rosettes and preceded by a brass band. The temperance movement dealt a powerful blow to the moist visiting. Also, the world was growing larger and uninvited guests crashed gates. The custom declined sharply after the eighties, became a memory, and was laid away with the lavender and old lace by 1900.

The use of calling cards was on its way out as the telephone became

popular. Mrs. Morton, who updated a 1911 edition of her book with many 20th century innovations, remained firm on the use of the telephone to extend and acknowledge invitations long before it had been accepted by other social authorities.

Calling cards were still in use in the 1920s, although they had faded out during World War I. My mother, who was married in 1916, had her own personal engraved copper plate—evidence of the lingering belief in calling cards.

For the last fifty years, social callers have not been expected at the front door except upon appointed occasions, since there is no one to open it and say, "The missus ain't here." It has become downright rude to drop in at any home that has a telephone. When the doorbell rings today, it can only mean a canvasser collecting for a charity drive, or a salesperson with Avon, Girl Scout cookies, or a valuable vacuum cleaner.

How times have changed!

An Ad This Size In
THE ANTIQUES JOURNAL
Costs Only \$11.00 (1 run)

Less on longer runs
(write for ratecard)



ROCKWELL
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FIRST EDITION
1980
FIRST EDITION

1980 ANNUAL PLATE
Hand-Painted Porcelain Bas-Relief
ORIGINAL ISSUE PRICE: \$65.00 7 1/2" DIAMETER
NORMAN ROCKWELL'S "THE TOYMAKER"

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Clark, N.J. 07066
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VISA
Master Charge

Old Business Cards Interesting

FROM
ABCC
#101



Ornately ornamented card of an early Carthage, Ill. photographer.

By Edison Shrum

The collecting of postcards, baseball cards and advertising cards, judging by the number of ads and articles in such publications as *Collectors News*, is an extremely popular hobby.

For some reason, though, this popularity does not appear to have ever extended to business cards. Maybe because most card collectors simply haven't had the opportunity to examine a sufficient number of these, and hence have not perceived their attractive features. Which, I believe, includes most of those of the postcard, plus a few not to be found on other paper collectibles.

The business card, I might add, has the attraction of moderate antiquity. They came into widespread use in this country immediately after the Civil War. And, old books published in the early 1870s mention them as being in common use at that period.

Their heyday of popularity, however, appears to have appeared in the period 1890 to 1917, when printing and the calendared or layered cardboards on which they were printed were yet available at very modest prices.

My own contact with business card collecting came by the accidental acquisition of a collection of about 100 cards that turned up in a job-lot purchase of books, magazines and other paper collectibles. They proved surprisingly interesting.

Business card collecting, it occurred to me, has another practical advantage, too: that of requiring limited storage space. Virtually none of the cards measure more than 3x5 inches, and some no more than 1 1/4 by 3 inches. Which means, of course, that they take up very little space. Certainly less than postcards, and not much more than stamps, and they are more durable than the latter.

In addition, this undeveloped hobby offers two other important advantages. One, of course, is that since it is undeveloped, competition between collectors has as yet

printed in small numbers, usually in lots of 500 or less. Then, on being distributed, they were subject to early discard.

Most, I dare say, not being kept more than a month or so before being consigned to the waste basket. Individual examples therefore soon became scarce, and after fifty or so years, very scarce indeed. Postcards and stamps, on the other hand, are much more apt to be retained for extended periods, even by those who are not at all interested in collecting them.

But how about the all-important matter of interest? Are business cards comparable to stamps or postcards in that feature, too? Well, let's examine a few examples selected more or less at random from my collection.

Perhaps a good one to begin with is the card of Wm. A. Fears, of Fears Motor Co. From it we learn that this St. Louis firm was then selling "Explosive Engines." This card quite obviously dates back to the early years of the internal combustion engine, since the term "explosive" was not applied to them after about 1910.

Another example of about the same vintage is the card of the "Auto Car Livery Co.," a St. Louis taxicab firm. This card also dates back to near the turn of the century when converted livery stables and horse barns yet housed most commercial truck and passenger car operations. According to the 1909 edition of Webster's New International Dictionary, the term "garage" even then was so new that it had not yet "acquired a settled pronunciation."

It is interesting, too, that the phone numbers on this card are spelled out: "Double Two O Four" and "Bell Phone Four One O Nine." The cabs themselves, judging by the description and picture, were topless "five and seven passenger touring cars."

The reverse side of this interesting taxicab card features five verses of humorous but mildly salacious "doggerel" entitled "The

especially suited "for Holiday and Birthday Presents."

Webster isn't very clear about the difference between a parasol and an umbrella. But for the benefit of those who, like myself, wonder about the matter, it seems that a parasol was intended to protect from the sun alone, while the umbrella protected from both sun and rain. By the teens of this century, some catalogs were listing them as "umbrella-parasols."

At the turn of the century German was still spoken by a good many South St. Louisians, and hence the notation "hier wird deutsch gesprochen" (here Dutch is spoken) at the bottom of M. Machalek's card.

Sometimes it is simply the name on the card that catches one's fancy. One such name card in my collection is that of "Harry Slopsky," a representative of the Barr & Widen Commercial Agency.

(Continued on page 14)

BUSINESS CARDS

(Continued from page 13)

a firm that was first established in St. Louis in 1882 and went out of business during the teens of this century. There are, I have no doubt, many hairy slopskys in St. Louis nowadays, but recent phone directories do not list any Slopskys. Anyway, our Harry, in all probability, was a neat and well trimmed businessman.

The business card of the Elk Hotel, Pike's Peak Ave., "opposite the post-office," C.E. Tyler, Proprietor, Colorado Springs, Colo., notifies the traveling public that the Elk has "all modern improvements. Rooms \$1.50 and \$2 per day. Special rates to families." This card, I believe, dates back some 60 to 70 years.

Even the business cards of restaurants are not devoid of interest, as is shown by that issued some 65 or 70 years ago by the German American Kitchen, 213-15-17 North 19th St., St. Louis, Mo. "Our Standard," this card says, is "Pure, Peerless, Popular. Our Sunday Dinners and Home Made Pies and Cakes Cannot be Equalled in the City." The card indicates that this restaurant is for "Ladies and Gentlemen," but bears the pictures of an attractive teens-vintage young lady.

The 1900-1905 card of "Wm. Speak, Auctioneer, Axtell, Kansas. — "Satisfaction Guaranteed. Phone 49. All Messages at My Expense. Thoroughbred Stock Sales a Specialty," is made more interesting by an accompanying picture of Col. Speak. It shows a very "auctioneerish" appearing gentleman, fully mustached; wearing a conservative suit, a four-in-hand tie and a derby hat.

Mr. E.N. Miller's card shows him to have been a representative of Park Automobile Co., 5102-3 Delmar Ave., St. Louis, a firm then engaged in selling Chalmers, Thomas-Flyer and Baker-Electric automobiles and Morgan trucks. A picture of the company's business establishment is featured on the reverse side of this card. The firm itself dates back to 1904 or 1905, but the card likely was printed in the 1910 to 1915 period.

A card issued about 1910 by Kaip's Shoe Repair Shop, 920 Lynch St., St. Louis, offers to half-sole children's shoes for 25¢, men's shoes for 35¢, and ladies' and boys' shoes for 35¢. "Heels replaced, 10¢, 15¢ and 20¢. Brewery shoes, new soles and heels, 65¢ and 75¢.

The card of the "St. Louis Leather Works, H. Peake, Proprietor," dates back to pre-WWI days when traveling salesmen or drummers were yet numerous. Hence "fine Sample Cases a Specialty." Another line on this card says: "Leather and Canvas

HOME PHONE
DOUBLE TWO O FOUR
MAIN

BELL PHONE
FOUR ONE O NINE
GRAND

TAXICABS

AUTOMOBILE CO.

FIVE & SIX SEAT CARS

SPECIAL TOURING CARS

1424 McGee St.

Interesting card of a 1905 era taxicab company.

Picture Co., 30 N. Dearborn St., Chicago, and the quoted statement was by Watterson R. Rothacker.

A card issued about 1915 by the Cabany Motor Car Co., 526-34 De Baliviere Ave., St. Louis, shows that firm was then selling Indiana Motor Trucks and Knox Martin Tractors.

"The Machine that Does Things" was the slogan appearing on a World War I vintage "Dalton Adding, Listing & Calculating Machines" distributor's card.

Jewelers, during the first quarter of this century, often fitted and sold glasses, as well as jewelry. Cards from the "Main Street Jewelry & Optical Co., 1802 Main St., Kansas City, Mo.," and "Albert Mauch, Practical Watchmaker & Jeweler, 3201 S. 7th St., St. Louis," show these firms to have then been engaged in the eyeglass business. In addition, the Kansas City firm offered Elgin or Waltham watches in 20-year, gold-filled cases for only \$9. Whereas, the St. Louis Jewelry firm was stocking and selling umbrellas.

The cards distributed by "J. Gruenewald, 720 Pine St., St. Louis," were large and listed for sale such products as "Pocket Cutlery, Razors, Strops, Souvenir Postals, Novelties; a Fine Assortment of Pocket and Bill Books, Blank Books, Office Stationery and Fountain Pens." And at the bottom there was the notation: "Deutsche Buchhandlung," or, "Dutch book-seller."

John Gruenewald opened this business in 1883, and his principal stock at that time was German language books. By World War I the firm was known as Gruenewald Bros., and was under the management of the founder's two sons, Udo and Ewald.

The 1900-1905 card issued by "Craig & Neal, Real Estate, Farm Loans & Insurance," of Melvern, Kans., offered for sale Kansas farms and ranches — "The Best and Cheapest on Earth, Everything Considered."

The 1904 campaign card of Senator Bois Penrose has, on its reverse side, the information that

they term their "axioms," which appear on the reverse side. These include such tongue-in-cheek gems as: "Whiskers starched wind proof; Buggies washed but not ironed; Shirts sewed on buttons free of charge; Collars made extra stiff for rubbernecks; Irishmen's shirts washed with green soap, and No starch wasted on shirt waists." They insist, too, that they are "Scorchers on bicycle bloomers," and that, if they lose your washing, they will nevertheless allow you to keep the ticket. Bicycle bloomers, by the way, date back to about the turn of the century, which likely is about the date this card was printed.

Woods & Ott Livestock Commission Co's. 1900 vintage card notified its readers that: "Yesterday is dead, Tomorrow may never exist," and that consequently they ought to "Live today, Do it now," and "Ship to Woods & Ott. Proceeds remitted on day of sale."

And from the early days of the automobile comes the card of Fowler & Long, General (Insurance) Agents, 818 Grand, Kansas City, Mo. It carries, on its reverse side, the facetious "Touring Rules" of the Farmer's Anti-Auto Protective Society, number 1 of which is:

"On discovering an approaching team, the automobilist must stop off-side and cover his machine with a tarpaulin painted to correspond with the scenery.

No. 2. In case a horse will not pass an automobile, notwithstanding the scenic tarpaulin, the automobilist will take the machine apart as rapidly as possible and conceal the parts in the grass.

No. 3. On approaching a corner where he cannot command a view of the road ahead, the automobilist must stop not less than 100 yards from the turn, toot his horn, ring a bell, fire a revolver, halloo, and send up three bombs at intervals of five minutes."

Such cards, I believe, prove my point. Which is, that business card collecting is a worthwhile hobby, high in historical interest, and

Sunday Dinners and Home Made Pies and Cakes Cannot be Equalled in the City." The card indicates that this restaurant is for "Ladies and Gentlemen," but bears the pictures of an attractive teens-vintage young lady.

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A card issued about 1906 by Gleave's Studios, 1007 Main St., Kansas City, Mo., shows a photographer standing behind an old wooden, bellows-type camera, and saying, "Still Please! Then Your Photos Will Be Good If They Come From Gleave's Studios."

Another card dating back to 1913 (there's a 1913 calendar on the back of it), tells us that: "The best advertisement in the world will never be written because moving pictures are the superlative advertising medium and exceed the limitations of any pen." This was issued by the Industrial Moving

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The 1904 campaign card of Senator Bois Penrose has, on its reverse side, the information that "The Republican Party Stands for Patriotism, Protection and Prosperity." And then rather pointedly suggests that if the reader believes in these principles, he should "Vote Republican."

"Hume & Benfer's Seneca Steam Laundry, Seneca, Kans." card is interesting because of what

They insist, too, that they are "Scorchers on bicycle bloomers," and that, if they lose your washing, they will nevertheless allow you to keep the ticket. Bicycle bloomers, by the way, date back to about the turn of the century, which likely is about the date this card was printed.

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Such cards, I believe, prove my point. Which is, that business card collecting is a worthwhile hobby, high in historical interest, and featuring, like the established hobbies, the possibility of acquiring rarities or oddities. Also antiquities, comparable in age to those available in the stamp and postcard collecting fields, since the business card came into use at about the same time as the postage stamp and the postcard.

JOHN H. TURCOTTE

INVENTOR & MANUFACTURER

of Several Inventions.

2334 S. 9th Street, ST. LOUIS, MO.

Combination Funnel with Interchangeable Spouts.

Finger Ring, Thread and Twine Knot Cutter.

Textile Spinning Top Roller Saddle.

Textile Spinning and Twisting Apparatus.

Combination Brooder and Incubator.

UNITED STATES, BRITISH AND CANADIAN PATENTS.

Pre-World War I card of John H. Turcotte, inventor of a funnel with interchangeable spouts, a finger ring string cutter and a combination brooder and incubator.

A relatively little-known, yet increasingly popular hobby is collecting business cards distributed by many individuals nationwide. These cards can be readily obtained without cost in most cases as nearly every person with a trade or profession issues them.

Assembling a representative cross-section of different business cards can be fun as well as historically significant. Why? Well, many prominent people have, at one time or another during their colorful careers, distributed some form of business-type card. These, in turn, reveal a small history about the issuer, whether he or she be a plumber or plutocrat, plebeian or President.

Where did this practice of distributing business cards originate? Well, it probably grew out of the custom of distributing one's calling card or visiting card. This was a complimentary gesture in polite society during the 1700's and 1800's. Socialites who wished their attendance known at gatherings around the community, left their cards with their hostesses. She, in turn, catalogued them and sent thank-you cards or her own visiting card. She spread the news as to who had attended. It was, in a sense, an early form of advertising, as many of the card-passers were bankers, attorneys, industrialists, political figures, etc.

Many collectors consider visiting cards and business cards as one and the same, but there is a difference which has become very evident in the last 10 years. Basically, the business card is usually not elaborately adorned with fancy lettering or colorful designs. Its format lists in addition to the person's name (as usually only a calling, or visiting card does), his address, phone number, and profession or trade. Practically every person engaged in a business field today issues a card that helps publicize his trade or position within a company.

Now, with so many cards being issued, which ones are worth collecting? Collectibility is, of course, a matter of personal choice. It is, however, doubtful whether "Joe's Auto Shop" or "Smith's Fish Market," for example, will ever be valuable or historically significant. Many serious collectors today specialize in some of the following groupings: Authors, Composers and Musicians, Industrialists, Millionaires, and Elected or Appointed Public Officials. The latter is perhaps one of the most popular today, as most politicians are constantly changing positions as they climb the political ladder to the top; i.e., governor, senator, president. Those that can be found autographed by the distributor are a real prize.

If you want to go for the "cream of the crop," try to build a collection of business cards autographed by their distributors. These will add a special touch to the pages of any album collection. Can you imagine showing one signed by the late millionaire recluse Howard Hughes or former President Jimmy Carter?

Let's focus our attention on some of the individuals who fall into the field of "public servants." Let's begin with our current President. In the '50's Ronald Reagan, then an actor, had a fan club. He issued a type of business card revealing that fact. In the '60's he was Governor of California, and in the '80's, he became our nation's 40th President. These cards, as you can see, easily trace his step-by-step public service career.

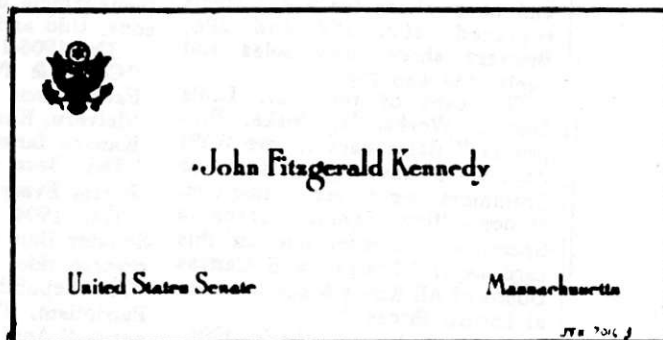
Another example is John F. Kennedy. He is known to have issued an embossed White House business card. It was used in many cases to accommodate the collector's request for the President's autograph, as it bore an imprinted facsimile of his signature. Before he was elected

From ABC #107

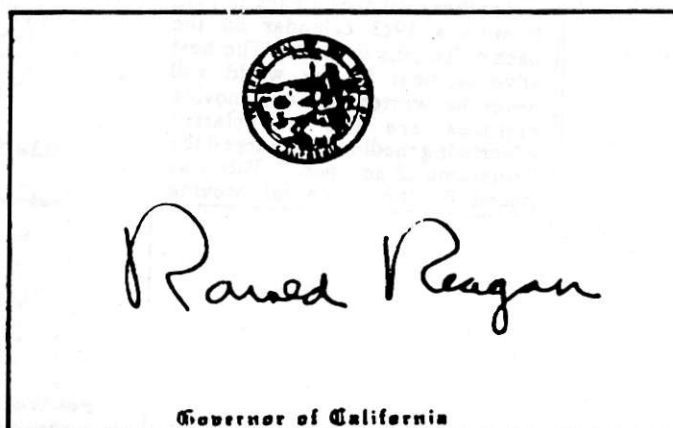
COLLECTING BUSINESS CARDS: A FUN HOBBY

by Dr. Walter A.
Ostromecki, Jr., N.L.G.

Business card issued by John Kennedy while Senator from Massachusetts, 1953-1960. It is signed (autopen) across the top.



This type of business card issued by then-Governor Ronald Reagan served also as an autograph card, a Christmas greeting card, and a visiting and calling card (1960's).



President in 1960, he served the nation in several other capacities. First, he served as a lieutenant in the Navy (1941-1945), then as a Congressman (1947-1953), and, lastly, as a United States Senator from Massachusetts (1953-1960). He issued cards for both his terms in the House and Senate, which he often signed and distributed to to accommodate autograph seekers. One wonders if his socially prominent family might have printed cards for him to distribute while he served in the Navy. Wouldn't it be fascinating to discover one of the cards autographed by him, as Lt. (j.g.) J.F. Kennedy - Commanding Officer PT-109!

What about some of the other collecting areas of presidentially related business cards? How about col-

lecting the cards of university presidents or college professors? Did you know, for example, that before becoming Secretary of Commerce and then President, Herbert Hoover was associated with Stanford University? Others included in this group are James Madison, Rector - University of Virginia 1826-1836; Millard Fillmore, Chancellor - University of Buffalo 1846-1847; James Garfield, President - Hiram Institute of Ohio 1857-1861; Woodrow Wilson, President - Princeton 1902-1910; Dwight Eisenhower, President - Columbia University 1948-1952; and Lyndon Johnson, Houston Public School System 1930-1932.

Collecting the business cards of prominent lawyers throughout American history is yet another exciting avenue of collector pursuit. Here again,

as with the previous category, fall the cards of many of our presidents. A great many of these, however, are very difficult to locate, as most were not saved by the people who received them. Why? Well, who was A. Lincoln in 1837? Just another country lawyer. Think of how many cards were distributed by the firm of Logan & Lincoln. One of these would surely add a special touch to any collection!

Many of our presidents practiced law before entering politics. The list includes 23 of these men. A few, however, returned to private practice after their time in the White House. A recent example here is that of former President Richard Nixon, who, a few years ago, joined a major New York City law firm. His new career is noted by his current business card.

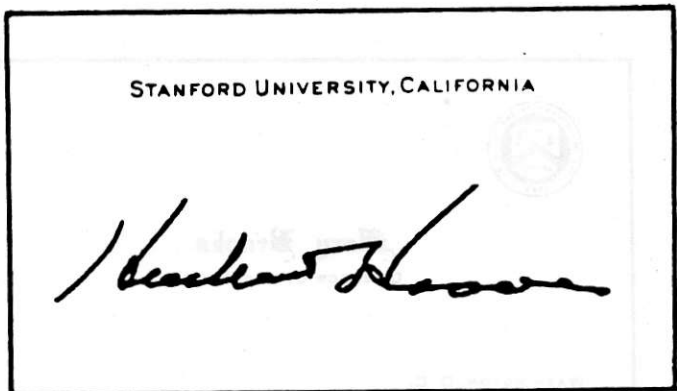
be those of police chiefs (Los Angeles, Chicago, New York City); the Director of the F.B.I.; and famous (or infamous) private detectives.

Another politically related field worthy of card collecting is that of Cabinet Departments, i.e., Interior, State, Treasury, etc. Many of the top-ranking officials within each department are appointed by the President, and usually serve as long as their sponsor is in office. The list of possibilities here is almost endless. Let's spotlight one of the Departments - the Treasury - and look at some of the collectible types of cards that appeal to the collector. Some varieties include those of the Secretary, the Under-Secretaries, the United States Treasurer, the Mint Directors, the Secret Service Director, United States Customs officers, Internal Revenue, and so on.

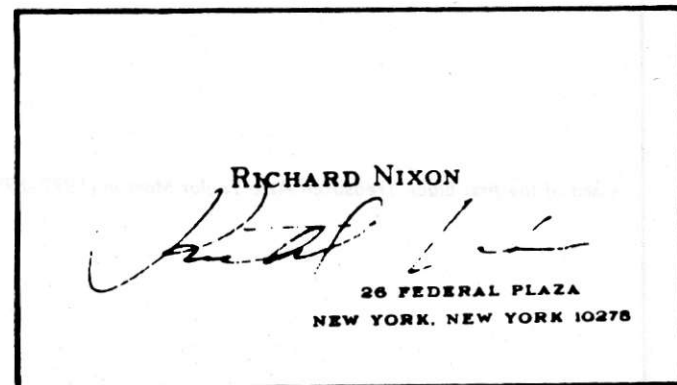
But these are not the only avenues to follow. An interesting sideline worthy of pursuing is that of assembling a representative collection of the cards distributed by women who have filled prominent posts within the Treasury Departments. In all, about twenty women comprise a complete collection, representing such positions as Under Secretary (note: only one woman has had this job - Bette Anderson, who served during the Carter administration - 1977-81. This is the number four position within the Treasury Department); Treasurer of the United States; Director of the Mint; and Superintendents at the Denver and Philadelphia Mints.

The first woman Treasurer, Georgia Nesse Clark, was appointed by President Truman in 1949. She was followed by Ivy Baker Priest, 1953-61; Elizabeth Rudel Smith, 1961-62; Kathryn O'Hay Granahan, 1963-66; Dorothy Andrews

Business card and autograph card of Herbert Hoover, Stanford University.



A typical business card of former president Richard Nixon, who now practices law in New York City. It is signed by Mr. Nixon below his printed name.



The presidents, of course, are not the only notable attorneys recorded in American history. Such colorful individuals as Henry Clay, Clarence Darrow, William Jennings Bryan, Adlai Stevenson, and Perry Mason - just to name a few - also fall into this category.

Now, you may be wondering why the name of Perry Mason appears on the list of notable attorneys - the answer is very simple. Business cards were printed up for this fictitious lawyer created by writer Erle Stanley Gardner! They were distributed on the hit '50's and '60's television show that starred Raymond Burr. A few are around today! Perry Mason has one outstanding distinction no other lawyer can claim - he never lost a case!

If you want to add a little spice to this category, why not expand the field to include some notable crime fighters? Some examples here might

Elston (Kabis), 1969-71; Romana Acosta Banuelos, 1971-74; Francine Irving Neff, 1974-77; Azie Taylor Morton – the first black woman to serve in the post, 1977-81; and Angela Buchanan, the current Treasurer.

Nellie Taylor Ross was selected by President Roosevelt in 1933 as the first female Mint Director. Since then,

four other women have been appointed to the post: Eva Adams, 1961-69; Mary Brooks, 1969-75; Stella Hackel (Sims), 1977-81; and Donna Pope, the present Director.

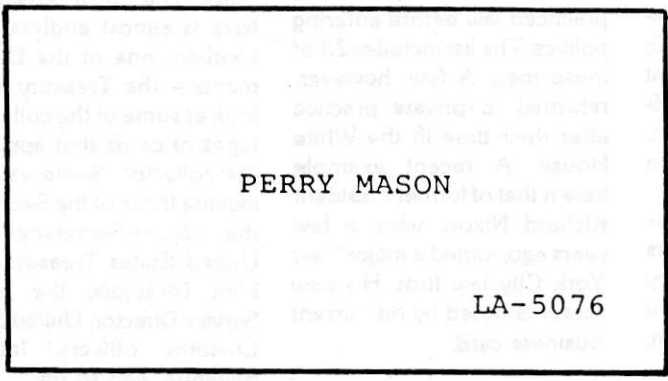
Nora Hussey of South Dakota, the current Superintendent of the Denver Mint, continues the established tradition of women who have

headed that facility since 1953. In that year, President Eisenhower selected Alma Schneider as Denver's first woman chief. She was followed by Fern Miller 1961-67; Marion Rossmiller, 1967-69; Betty Higby, 1969-78; and Evelyn Davidson.

As you can gather, collecting business cards can truly be a fascinating and exciting

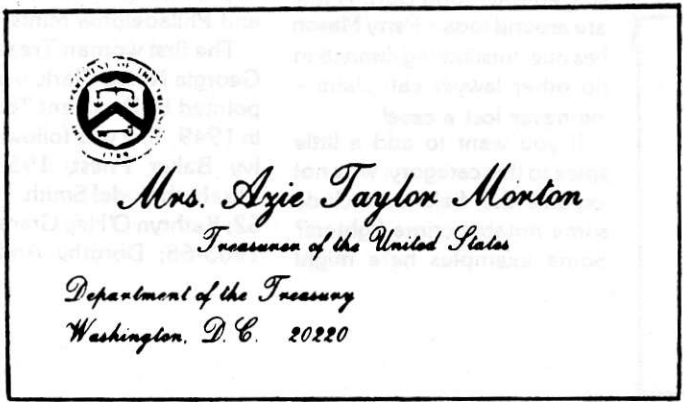
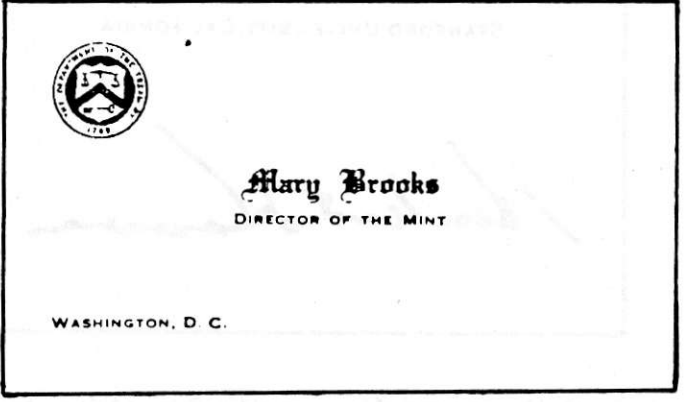
hobby, especially if a collection includes some autographed examples. The collecting areas mentioned in this article are but a few of the many avenues a collector may wish to pursue.

In conclusion, one might say that business cards are, at least, doing a record trading business among hobby enthusiasts today.



The simple business card used by the actors for the Perry Mason television series (1950's - 1960's).

Card issued by Director of the Mint Mary Brooks (1969-1975).



Card of the first black Treasurer, Azie Taylor Morton (1977-1981)